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Americans' reactions to Mid-Term Election Ads - October 7, 2010

The vicious attack on Christine O'Donnell by the Democratic Senatorial Campaign Committee didn't hit the spot with anybody according to a special Morgan Poll conducted in the last 48 hours using the Reactor – Roy Morgan's online real time reaction device based on a sample of 560 people across the United States of America.

Of the eight commercials tested with the Roy Morgan *Reactor*, six achieved an overall positive response (*reactions* well above the midpoint).

Republican Marco Rubio gains traction with everyone with the concept that nothing will change if we keep electing politicians who 'just don't get it' and the idea that 'America is the greatest country in the world but it didn't get that way by accident and it won't stay that way automatically.'

Similarly, Republican Sharron Angle's 'Right here right now' rated especially well among Republicans, preaching: 'We have a fearful society, right now. What they're afraid of is that what we are going to be passing down to our children is not liberty and freedom but debt and deficit. That is why you and I have the opportunity right now to change the direction of our country. Government is not the solution to the problem, government is the problem. We, the people, are the solution.'

Democrat Joe Sestak's record as a decorated veteran who's prepared to 'stand up to the bosses in both parties' not surprisingly generated positive *reactions* from everybody, as did Republican Paul Ryan's positive 'Roadmap for America's Future'.

Two commercials divided the electorate. Democrat Alan Grayson's apocalyptic imagery set to epic music to support his argument that Republicans are liars rated well among Democrats and (predictably) poorly among Republicans. Conversely, Democrat Stephanie Herseth Sandlin's pride in her own record in standing up for South Dakota against her own Party had Republican voters *reacting* positively, while Democrats just didn't buy it.

Michele Levine CEO Roy Morgan Research says:

“Typically people react negatively to negative or critical communications – and this was seen most clearly in the vicious personal attacks on Christine O’Donnell. Maybe the commercial is sufficiently negative to stir up some sympathy votes for O’Donnell!

“The Red line (Republican supporters) and the Blue line (Democrat supporters) show the extent to which the electorate is polarised by the various messages and deliveries. In

general Democrat supporters (the Blue line) react positively to Democrat messages and Republican supporters (Red line) react positively to Republican messages. Republican, Democrat and Independent supporters alike responded negatively to the Christine O'Donnell attacks. On the other hand all responded positively to Paul Ryan's Roadmap for America's Future.

"Roy Morgan Research will be monitoring the Americans' reactions to a range of political ads during the run-up to the Mid-Term Elections."

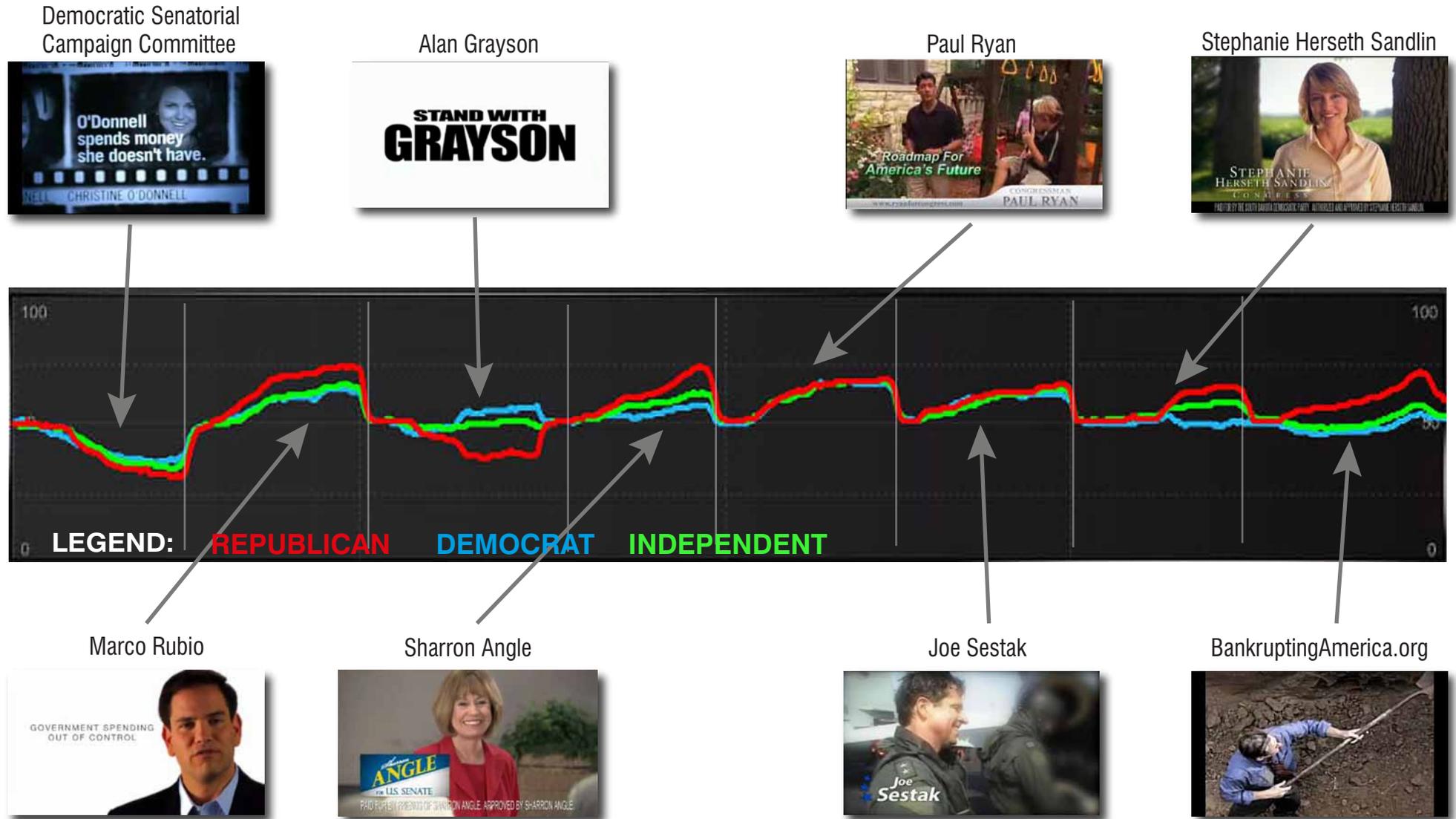
[View a graphic overview of the results here.](#)

[View a 5 minute video of the Reactor results here.](#)

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How positively or negatively do Americans feel about these mid-term election ads?



Over the last few days, Roy Morgan Research tested a selection of ads with *The Reactor* - an online device that continuously measures respondents' reactions.



The *reactions* of the 560 respondents confirm that, typically, Americans tend to *react* negatively to messages that are entirely negative.